

Navigating Conflict and Getting Buy-In

Course Syllabus





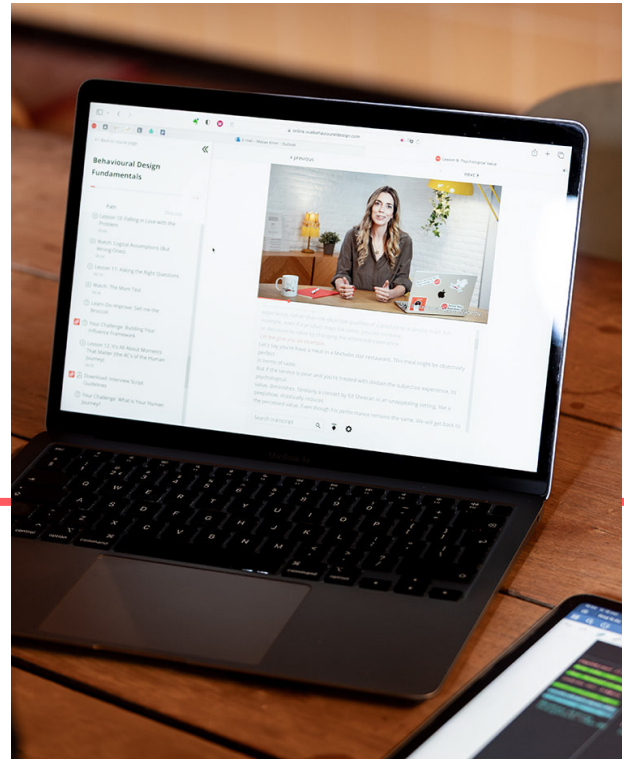
Learn The SUE | Framing Ladder,
a five-step method to get buy-in,
resolve conflict, and lead change
without resistance.

12 video lessons • 3 modules • Practical Toolkit
AI Prompt Guides • Certificate

www.suebehaviouraldesign.com

THE CHALLENGE

Why this course exists



Your best ideas keep getting rejected.
Not because they're wrong. Because they
land in the wrong frame.

The most influential people in the room aren't the ones with the best arguments.
They're the ones who shape how everyone else sees the problem in the first place.
By the time you're arguing, you've already lost — because you're arguing inside
their frame.

The SUE | Framing Ladder is a five-step method built on cognitive science, political communication, and years of real negotiation work.



WHO IS THIS FOR

Designed for experienced professionals

This course is for you if:

You're a senior leader and you can't figure out why your strategy proposals keep getting diluted.

You run change and every kick-off turns into a defensive debate.

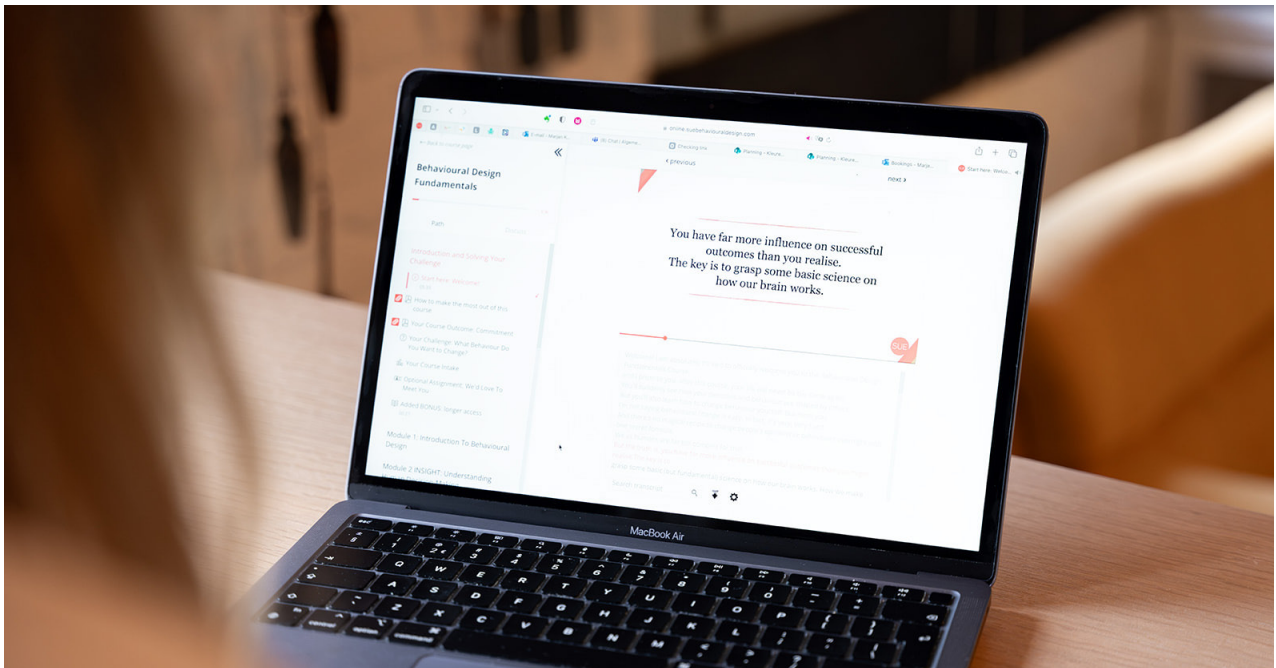
You lead a team and you've watched a worse idea win because it was framed better.

You're a consultant who has to get buy-in from people who didn't ask for your help.

You want tools that work in the moment, not just in the prep doc.



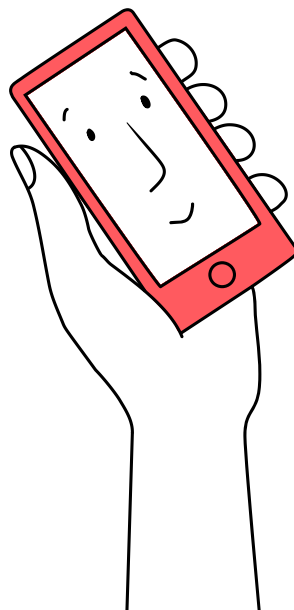
No prior knowledge needed.



WHAT YOU WILL GAIN

By the end of the course, you'll

- 1 See why your best arguments don't land (and what to do instead).
- 2 Redefine problems so your solution becomes the obvious one.
- 3 Turn 'me vs you' into 'us vs it'.
- 4 Frame in the moment, even when you've been caught off guard.
- 5 Run difficult conversations without triggering reactance.
- 6 Build framing into a weekly habit instead of a one-off skill.



CURRICULUM

How the course is built

Three modules plus a bonus. Twelve video lessons. You move from understanding why framing matters, to mastering the five-step Framing Ladder, to applying it in the moments where it counts.

Module 1: 3 lessons

Why framing matters

Lesson 1:

Why your best arguments don't land. Framing as choosing which aspect to make central. System 1 and System 2.

Lesson 2:

Why fighting back makes it worse. Reactance. Why repeating the opponent's words strengthens their frame.

Lesson 3:

Where framing shows up (and why it's worth mastering). Buy-in, change, resistance, feedback, stakeholder communication.



By the end of this module, you can see frames in the wild: in meetings, emails, pitches, and news coverage.

Module 2: 7 lessons

Reframe any conversation in your favour

Lesson 4:

The SUE | Framing Ladder. Five steps: Common Ground, Real Problem, Enemy, Super Facts, Position.

Lesson 5:

Finding the common ground. True, broad, strategically connected. The 'yes ladder' effect.

Lesson 6:

How to redefine the problem. Four techniques: go deeper, go wider, flip it, find the problem behind the problem.

Lesson 7:

Finding the enemy. Never a person. Always an external structural force. Turns 'me vs you' into 'us vs it'.

Lesson 8:

Establishing the super facts. Exactly three. Concrete and human. Four types: comparison, consequence, contradiction, catalyst.

Lesson 9:

Your position - the inevitable conclusion. Action-oriented, one sentence. Pilot framing as foot-in-the-door.

Lesson 10:

Building your ladder. A full worked example from scratch.



At this point, you can build a full Framing Ladder for any idea you're trying to land.

Module 3: 2 lessons + bonus

Advanced application

Lesson 11:

Framing in the moment. 'What's the frame here?' and 'The real question is...'
Bridge phrases.

Lesson 12:

The messenger effect. Warmth-competence model. Outside-in communication. Similarity.

Bonus:

Making framing a habit. Three practice habits for weekly improvement.



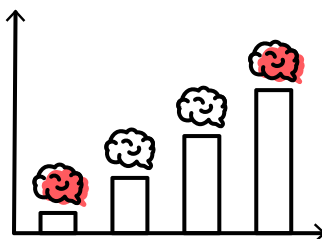
You finish the course with framing as a skill you use weekly, not a framework you read once.



WHAT'S INCLUDED

Everything you get when you enrol

12 video lessons	Across 3 modules, designed for busy professionals
Learn-Do-Improve exercises	Applied to your own real-world challenge
Downloadable tools	Cheat cards, templates, exclusive card deck
10+ AI Prompt Guides	So you apply every concept with AI the same week
EQAC-accredited certificate	Shareable on LinkedIn after completion
SUE professional community	Connect with peers across industries
Personal 1-on-1 feedback	On your assignments
SUE Guru GPT	Lifetime access to your AI behavioural design mentor



YOUR INSTRUCTOR

Astrid Groenewegen

Co-founder, SUE Amsterdam
Author, The Art of Designing Behaviour



Astrid isn't a lab researcher. She's spent 15 years working with teams that actually have to change. Everything in this course, she's used with clients first.

10,000+ trained • **#1 bestselling author** • **45+ countries**



PRACTICAL DETAILS

FORMAT	SELF-PACED ONLINE COURSE
START	Anytime. Immediate access after enrolment.
ACCESS	Lifetime, 24/7. Learn at your own pace.
DURATION	12 lessons, approximately 5 hours of video
LANGUAGE	Spoken: English. Subtitles: EN, NL, SV, DE, FI
CERTIFICATE	EQAC accredited. Shareable on LinkedIn.
PRICE	€690 one-time payment (excl. VAT)
SUPPORT	Personal feedback + SUE Guru GPT + email

WHY SUE

What makes this course different

Most negotiation and influence courses teach tactics — mirroring, labels, anchoring. Useful. But tactics without a frame is how you win sentences and lose decisions. This course gives you the frame.

- The SUE | Framing Ladder, a proprietary five-step method you won't find anywhere else.
- Built on cognitive science, political communication research, and 15 years of client work.
- Practical tools for in-the-moment reframing, not just prep-doc framing.
- Every module comes with AI Prompt Guides so you practise framing on your real challenges.
- Personal feedback + EQAC-accredited certificate. Rated 9.7/10 on Springest.

Organisations we've trained include:





Ready?

More information and sign-up at:
www.suebehaviouraldesign.com

€690 • lifetime access • start today

Questions?
academy@sueamsterdam.com



SUE | Behavioural
Design Academy

www.suebehaviouraldesign.com | 's-Gravenhekje 1a, 1011 KW Amsterdam

+31 (20) 2234626 | academy@sueamsterdam.com